



Michigan Department of Licensing & Regulatory Affairs
MICHIGAN LIQUOR CONTROL COMMISSION (MLCC)

525 W. Allegan, Lansing, MI 48933
P.O. Box 30005, Lansing, MI 48909

Beer, Wine & Mixed Spirit Drink Label Registration

Pursuant to Rule 436.1611 and Rule 436.1719, all beer, wine and mixed spirit drink products sold in Michigan must have label approval from the Alcohol, Tobacco, Tax & Trade Bureau (TTB), and must be approved by the Michigan Liquor Control Commission prior to the alcoholic beverage product being offered for sale in Michigan. Michigan Regulations cite Federal Regulations relative to labeling requirements; therefore all alcoholic beverages must be labeled in accordance with TTB regulations.

Label Registration Procedure:

- A licensed supplier may submit an approved copy of the TTB COLA for each brand/type of product they wish to sell in Michigan along with a list of wholesalers who are designated to distribute the brands. These products/brands may be registered by using the "On-line system for Beer, Wine or Mixed Spirit Drink Registration" at <https://www.lara.michigan.gov/MWPR>. A password is required to access the on-line system which is assigned upon issuance of a license or you may contact this office to receive your password.
- If a valid e-mail address has been received by this office, an e-mail notification will be forwarded once your product has been reviewed and approved and/or denied. You may also track the status of pending registrations by viewing the on-line site at <https://www.lara.michigan.gov/MWPR>.
- Cider and other wine products whose alcoholic content are less than 7% do not require a TTB COLA.
- A Michigan manufacturer of beer who sells their product only in this state does not require a TTB COLA.
- To register the above noted wines and beer, submit a loose label to this office or you may use the on-line system and upload a label image.
- There is no fee to register beer, wine or mixed spirit drink products in Michigan.

Mandatory Wine & Mixed Spirit Drink Label Information:

- Brand name listed.
- Class, type or, in lieu of, a truthful and adequate statement of composition shall appear on the brand label of the product.
- Name and address:
Domestic wine - Name of bottler or packager, city and state where bottled or packed and/or the name, registry number and state where premises are located. Name must be preceded by the words: "Bottled by" or "Packaged by".
Imported wine - Must state the words "Imported by" or a similar appropriate phrase approved by TTB, and immediately thereafter the name of the permit holder who is the importer agent or sole distributor together with the principal place of business in the United States.
- Alcohol content must be listed in accordance with TTB standards. Table wine which contains between 11%-14% alcohol by volume may list "Table Wine" in lieu of the alcohol content on the label.
- Net contents.

Mandatory Beer Label Information:

- Brand name listed.
- Class, type or, in lieu of, a truthful and adequate statement of composition shall appear on the brand label of the product.
- Name and address:
Domestic Beer - Name of bottler or packager, city and state where bottled or packaged.
Imported Beer - Must state the words "Imported by" or a similar appropriate phrase approved by TTB, and immediately thereafter the name of the permit holder who is the importer, agent or sole distributor together with the principal place of business in the United States.
- Net contents.
- Alcoholic content on beer labels is not required in Michigan; however, labels may indicate alcohol as a percentage by volume.
- Michigan 10 cent deposit is required.

Bottle Bill Information: (MCL 445.571 – MCL 445.576)

Michigan statute requires certain beverages sold in containers of one (1) gallon or less to have a 10 cent deposit on them. A beverage is defined by MCL 445.571(1)(a) as: "Beverage" means a soft drink, soda water, carbonated natural or mineral water, or other nonalcoholic carbonated drink; beer, ale, or malt drink of whatever alcoholic content; or a mixed wine drink or a mixed spirit drink." Therefore, all beverages meeting the definition of Section 571(1)(a) and sold in containers of one (1) gallon or less must be labeled with a Michigan 10 cent refund somewhere on the container. The 10 cent deposit information may be embossed directly on the container itself, or may be printed on the primary label, or printed on a back label, or printed on a separate label. The deposit information may not be on a removable cap. "Michigan" may be spelled out completely or may be abbreviated "MI" or MICH". While there is no size requirement for the deposit information, it must be legible to consumers.

How to Contact the Michigan Liquor Control Commission:

Questions relating to Michigan registration for beer, wine and mixed spirit drink products may be directed to:

Michigan Liquor Control Commission
Manufacturers & Wholesalers Section
P.O. Box 30005
Lansing, MI 48909

(866) 813-0011 (517) 763-0060 (fax)
mlccmwpasswords@michigan.gov

How to Contact the Alcohol, Tobacco Tax and Trade Bureau ("TTB"):

TTB may be contacted as follows: www.ttb.gov

Federal Label Approvals:

TTB
Alcohol Labeling & Formulation
650 Massachusetts Ave., N.W.
Washington, DC 20226
(866) 927-2533